



SCAFFSTRONG

**CRAVINGS CONTROL:
MASTER YOUR APPETITE
AND ACHIEVE FOOD FREEDOM**

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Food Cravings Why We Have Them...

A food craving is an intense desire for a specific food. This desire can seem uncontrollable, and the person's hunger may not be satisfied until they get that particular food.

Some experts believe food cravings last only about 3-5 minutes. They are caused by the regions of the brain that are responsible for memory, pleasure, and reward.

Every person experiences cravings differently. Cravings are often for junk foods and processed foods high in sugar, salt, and fat.

Food cravings are a major roadblock for people trying to maintain a healthy weight or switch to a more healthful diet. Luckily, there are some simple steps to take to handle these cravings.

An imbalance of hormones, such as leptin and serotonin, can also cause food cravings. It is also possible that food cravings are due to endorphins that are released into the body after someone has eaten, which mirrors an addiction.

Emotions may also be involved in producing a food craving, especially if a person comfort eats. Pregnant women experience especially strong cravings, which may be due to hormonal changes that can disrupt their taste and smell receptors.

There is also the possibility of a connection between the cravings and nutrients. This is the idea that the body craves certain foods because it lacks certain nutrients.

Craving can be selective or non-selective.

Selective

→ Selective cravings are cravings for specific foods, which may be a person's favourite chocolate bar, a specific burger from their favourite restaurant, or a bag of potato chips.

Non- Selective

→ Non-selective hunger is the desire to eat anything.

It may be the result of real hunger and hunger pangs, but it can also be a sign of thirst.

Drinking water may help with intense non-selective cravings.

What Do Your Cravings Mean?

Food cravings usually mean your body is trying to tell you something. Here's how to listen. Are you craving certain foods on your diet? There could be a physical reason for your cravings. Here are some of the most common cravings explained.

A need for energy

One of the main reasons the body craves extra food on a diet is that it wants more energy. Calories are a unit of energy. So when you diet and start losing body fat, your body will do everything in its power to maintain balance. This includes sending out powerful signals to make you want to eat. But this isn't helpful if you are overweight and need to reduce your weight for health reasons.

Don't forget we have another powerful source of energy available to us, and it's calorie-free. Extra sleep and rest are very useful when you are on a diet.

If you are having cravings on your diet, look at what you have been eating.

Choose foods which replace key missing vitamins, minerals, or micronutrients.

When you are in a calorie deficit, you need to be careful about nourishing your body and making good food choices.



Craving Fatty Foods

If you are craving cheese, fried foods, or other high-fat options, you could need more essential fatty acids. Introduce oily fish, whole eggs, avocado, or take a good quality fish oil supplement.

Chocolate Cravings

Chocolate is a combination of fats and sugars (carbohydrates) but it also contains significant vitamins and minerals.

So your body might be asking for magnesium, chromium, or B vitamins as well as essential fats.

Try 90% chocolate or 100% cacao.

Buy a small bar, or better still try cacao nibs which are pure chocolate.

Raw chocolate can be useful because it has more minerals than normal chocolate.

Chocolate cravings can indicate a need for happy hormones like serotonin.

Consider a non-food treat like an early night, a cuddle with your pet or some quality time with a loved one.



Emotional Eating

Do you know what triggers your cravings? You might know a few of them, but chances are there are some unconscious triggers making you crave certain foods.

Common triggers that people report include:

Boredom: Being bored or having nothing to do is a common emotional eating trigger. Many people live very stimulating and active lives, when they have nothing to do will turn to food to fill that vacuum.

Habits: These are often driven by nostalgia or things that happened in a person's childhood. An example might be, having ice cream after a good report card or baking cookies with a grandparent.

Fatigue: It is easier to overeat or eat mindlessly when fatigued, especially when tired of doing an unpleasant task. Food can seem like the answer to not wanting to do a particular activity anymore.

Influences: Everyone has that friend who encourages them to get a pizza after a night out, go out for dinner or drinks after a difficult day, or as a reward for a good day. It can be easy to overeat when with friends or family.

Some cravings you might recognise: Craving pizza on Fridays to celebrate making it through the work week, or wanting some ice cream when you feel bored. Or maybe it's simply knowing there are cookies in the cupboard!



While those are obvious, you might also have some hidden triggers or habits. For example, you might associate sitting down on the couch at night with specific foods ... afternoons with a sweet pick-me-up ... or weekend mornings with brunch foods.

The first step a person needs to take to rid themselves of emotional eating is to recognize the triggers and situations that apply in their life.

Keeping a food diary or journal can help to identify situations when someone is more likely to eat because of emotional instead of physical hunger.

Someone who eats when bored may want to find a new book that sounds exciting to start reading, or start a new hobby that could provide a challenge.

Someone who eats because of stress could try yoga, meditating, or taking a walk to help themselves cope with their emotions.

Someone who eats when they are depressed may want to call a friend, take the dog for a run, or plan an outing to cope with their negative feelings. It can also be helpful to talk to a therapist or psychologist to discuss other ways to break the cycle of emotional eating. A nutritionist or doctor may also be able to provide a referral to an expert or additional information on creating positive eating habits and a better relationship with food.

Emotional eating is not simply a matter of a person lacking self-discipline or needing to eat less. Likewise, people who eat to deal with stress do not just lack self-control.



Physical Vs Emotional Hunger...

Physical vs. emotional hunger

It is very easy to mistake emotional hunger for physical hunger. But there are characteristics that distinguish them. Recognizing these subtle differences is the first step towards helping to stop emotional eating patterns.

Does the hunger come on quickly or gradually?

Emotional hunger tends to hit quickly and suddenly and feels urgent.

Physical hunger is usually not as urgent or sudden unless it has been a while since a person ate.

Is a food craving for a specific food?

Emotional hunger is usually associated with cravings for junk food or something unhealthy. Someone who is physically hungry will often eat anything, while someone who is emotionally hungry will want something specific, such as fries or a pizza.

Is there such a thing as mindless eating?

Mindless eating is when someone eats without paying attention to or enjoying what they are consuming. An example is eating an entire container of ice cream while watching television, having not intended to eat that much.

This behavior usually happens with emotional eating, not eating through hunger.

Does the hunger come from the stomach or the head?

Emotional hunger does not originate from the stomach, such as with a rumbling or growling stomach. Emotional hunger tends to start when a person thinks about a craving or wants something specific to eat.

Are there feelings of regret or guilt after emotional eating?

Giving in to a craving, or eating because of stress can cause feelings of regret, shame, or guilt. These responses tend to be associated with emotional hunger.

On the other hand, satisfying a physical hunger is giving the body the nutrients or calories it needs to function and is not associated with negative feelings.

Craving Starch & Carbohydrates

If you are craving savoury carbs, it's a sign that you are low on energy.

To an extent, this is to be expected. An energy imbalance is the only way to lose unwanted weight. But carb cravings can also indicate blood sugar fluctuations.

Fill up on fibre-rich carbohydrate foods like fruit (apples and bananas are a good choice), root vegetables, and cruciferous vegetables.

Cravings For Sugar

Sugar is a difficult craving to manage. Sugar is totally lacking in essential nutrients, so in this example your body is not crying out for nutrition. It's more likely that your body is asking for fast energy, or that it is replaying an old habit loop. Giving in to sugar cravings will make dieting much more difficult. Don't get back onto the sugar spiral. Try fruit or berries, ideally combined with some protein to fill you up.

Real Greek yoghurt or cottage cheese, with frozen berries and some 90%+ dark chocolate, is a great idea. And drink some water. Experts think we crave sugar more often when we are slightly dehydrated.

Salt Cravings

Some people crave salty foods like crisps, chips, and savoury snacks. This is linked to low levels of electrolytes, dehydration, and stress. Add electrolyte drops or tablets to your water. And eat more Vitamin B foods like nuts, seeds, whole grains, fruit, and vegetables.

Unusual Cravings

Are you craving things like ice, clay, chalk, or dirt? It's not as unusual as you might think. These types of non-food cravings point to a mineral deficiency. Make sure you're eating lots of dark leafy greens, green vegetables, nuts, and seeds.



Protein, Hunger & The Truth...

A high-protein breakfast may help curb your appetite later in the day, suggests a small study in the October 2018 Journal of Dairy Science.

Researchers assigned 32 healthy adults to eat a breakfast containing two servings of a high-carbohydrate cereal, with either 1 cup of commercial milk that contained 12.4 grams of protein, or 1 cup of milk mixed with a whole-milk protein concentrate or a whey protein powder that boosted protein intake to 28 grams.

The participants then had their blood sugar levels measured. After two to three hours, the participants ate a high-carb lunch and had their blood sugar checked again. Later, everyone's appetite was assessed with a questionnaire.

The researchers found that people who consumed extra protein at breakfast had lower blood sugar levels and reduced appetite later in the day compared with those consuming less protein.

Protein takes longer to digest than carbohydrates do, which explains why it can suppress appetite, but the study also suggests that the more protein you consume, the longer the effect may last. This could be helpful for people who fight afternoon cravings or who need help to lose and manage their weight. Although this study used milk and whey protein powder, the researchers added that it's conceivable that any protein source would work as well.

We're going to take a deeper dive into protein, because it is the most filling of all the nutrients. Making sure you get enough of it can go a long way toward beating cravings! Good protein choices include plain Greek yogurt, eggs, poultry, fish, legumes, lean meats, tofu, and plant-based protein alternatives.



1. Reduces Appetite and Hunger Levels

The three macro nutrients — fats, carbs, and protein — affect your body in different ways. Studies show that protein is by far the most filling. It helps you feel more full — with less food. This is partly because protein reduces your level of the hunger hormone ghrelin. It also boosts the levels of peptide YY, a hormone that makes you feel full.

2. Reduces Cravings and Desire for Late-Night Snacking

A food craving is different from normal hunger. It is not just about your body needing energy or nutrients but your brain needing a reward. Yet, cravings can be incredibly hard to control. The best way to overcome them may be to prevent them from occurring in the first place. One of the best prevention methods is to increase your protein intake. One study in overweight men showed that increasing protein to 25% of calories reduced cravings by 60% and the desire to snack at night by half. Likewise, a study in overweight adolescent girls found that eating a high-protein breakfast reduced cravings and late-night snacking.

3. Boosts Metabolism and Increases Fat Burning

Eating can boost your metabolism for a short while. That's because your body uses calories to digest and make use of the nutrients in foods. This is referred to as the thermic effect of food (TEF). However, not all foods are the same in this regard.

In fact, protein has a much higher thermic (20–35%) effect than fat or carbs 5–15%.

High protein intake has been shown to significantly boost metabolism and increase the number of calories you burn. This can amount to 80–100 more calories burned each day. In fact, some research suggests you can burn even more. In one study, a high-protein group burned 260 more calories per day than a low-protein group. That's equivalent to an hour of moderate-intensity exercise per day.



4. Helps Maintain Weight Loss

Because a high-protein diet boosts metabolism and leads to an automatic reduction in calorie intake and cravings, many people who increase their protein intake tend to lose weight almost instantly.

Protein also has benefits for fat loss during intentional calorie restriction. Of course, losing weight is just the beginning. Maintaining weight loss is a much greater challenge for most people. A modest increase in protein intake has been shown to help with weight maintenance. If you want to keep off excess weight, consider making a permanent increase in your protein intake

5. Increases Muscle Mass and Strength

Protein is the building block of your muscles. Therefore, eating adequate amounts of protein helps you maintain your muscle mass and promotes muscle growth when you do strength training. If you're physically active, lifting weights, or trying to gain muscle, you need to make sure you're getting enough protein. Keeping protein intake high can also help prevent muscle loss during weight loss.

6. Good for Your Bones

An ongoing myth perpetuates the idea that protein — mainly animal protein — is bad for your bones. This is based on the idea that protein increases acid load in the body, leading to calcium leaching from your bones in order to neutralize the acid. However, most long-term studies indicate that protein, including animal protein, has major benefits for bone health.

People who eat more protein tend to maintain bone mass better as they age and have a much lower risk of osteoporosis and fractures. This is especially important for women, who are at high risk of osteoporosis after menopause. Eating plenty of protein and staying active is a good way to help prevent that from happening.

7. Does Not Harm Healthy Kidneys

Many people wrongly believe that a high protein intake harms your kidneys. It is true that restricting protein intake can benefit people with pre-existing kidney disease. This should not be taken lightly, as kidney problems can be very serious. However, while high protein intake may harm individuals with kidney problems, it has no relevance to people with healthy kidneys. In fact, numerous studies underscore that high-protein diets have no harmful effects on people without kidney disease.

8. Helps Your Body Repair Itself After Injury

Protein can help your body repair after it has been injured. This makes perfect sense, as it forms the main building blocks of your tissues and organs. Numerous studies demonstrate that eating more protein after injury can help speed up recovery.



Some Of The Best Foods

1. Unprocessed foods

While a cheeseburger and fries might be comforting while you're eating it, it's nutritional value is low. Processed foods, such as some packaged or canned foods, candy, boxed meals, and precooked meats are typically full of preservatives, additives, sodium, trans fat, and artificial ingredients that may slow you down.

2. Fresh, seasonal fruits and vegetables

The fresher your food is, the more nutrients it will contain. Unlike processed foods that may be stripped of nutrients for a longer shelf life, fresh foods typically contain higher nutrients. Eating in-season fruits and vegetables means they ripened naturally.

3. Non-caffeinated beverages

Caffeine is OK in moderation, and it has been shown to have some health benefits. Although it provides a short-term boost, it doesn't actually provide the body with energy. The first sips may give you a jolt, if you must have your fix, opt for black coffee but if you're not providing your body with good nutrition and balanced meals and snacks, you'll eventually feel run down.

4. Lean proteins

Red meats marbled in fat adds saturated fat to your diet. Leaner meats, like chicken, turkey, and fish, still provide quality protein, but contain less saturated fat. Fish high in omega-3 fatty acids, like salmon and tuna, can add beneficial, heart healthy fats.

5. Whole grains and complex carbs

Just like processed foods, refined carbohydrates like sugars and white flour add little nutrition. Choosing whole grain foods and complex carbohydrates ensures that your body gets the full benefits of the hull of the grain that adds fibre to your diet.

6. Nuts and seeds

Nuts and seeds are some of the best foods to beat fatigue and fight hunger. Getting a variety of nuts and seeds in your diet can provide healthy nutrients and energy. Try almonds, Brazil nuts, cashews, hazelnuts, pecans, walnuts, sunflower seeds, and pumpkin seeds. Eating raw, unsalted versions is recommended.

7. Water

Drinking water is essential for optimal functioning of the body. Although water doesn't provide energy in the form of calories, it helps facilitate the energetic processes in the body, which is an energy boost in itself. Sip on water throughout the day, and try to swap out sodas, coffee, and other drinks for a glass of water. This simple change can make a big difference, and you'll feel better before you know it.

8. Vitamins and supplements

If you're not getting everything you need from your food, you may want to consider taking a daily vitamin. Consulting with a nutritionist or homoeopathic doctor could get you started on a nutritional supplement regimen. Make sure to talk to your doctor about any and all nutritional supplements you're considering.

9. Bananas

When compared bananas to carbohydrate sports drinks in cyclists who needed sustained energy for their long rides. It was found that the banana offered just as much fuel to the riders as the drink. It turns out, bananas are packed with potassium, fibre, vitamins, and the perfect amount of carbohydrates that provide you with a big boost of natural energy. Plus, bananas are often the cheapest fruit, offering great value for money for some extra energy.

10. Oats

They're not just for breakfast. A big bowl of oats packs a punch of filling fibre and even a little protein. Plus, it's good for people who experience blood sugar spikes and drops with other processed breakfast cereals.

Choosing the plain versions of instant packets of oatmeal, steel-cut oats, or old-fashioned oats is best as they aren't filled with extra sugar. You can then have control of what you put in it such as milk, a little honey, and some mixed berries. Then you can be on your way with more energy to get you through the day.

11. Chia seeds

While you might not be training for an endurance exercise event, chia seeds may be an excellent source of prolonged energy thanks to their carb content, healthy fats & filling fibre. Two tablespoons of chia provide about 24 grams of carbs and a whopping 4.8grams of omega-3s, which are heart healthy and anti-inflammatory. Eating chia seeds can offer just as much energy as carbohydrate sports drinks. For everyday purposes, sprinkling in a few tablespoons of chia seeds with your morning smoothie or adding a scoop to your afternoon yogurt may provide just enough of an energy boost for you to keep fatigue at bay.

Outside Factors...

Tiredness, Exercise, Stress, Hydration can all play there part with food cravings.

Tiredness...

It's not exactly a secret that a poor night of sleep often gives birth to intense hunger cravings the following day as we find ourselves increasingly reaching for sugary, carb-heavy foods.

You see, your appetite, by and large, is regulated by the hormones ghrelin and leptin. Ghrelin helps to stimulate hunger cravings, allowing your body to know when it's time to eat and leptin acts as an appetite suppressor, promoting feelings of fullness and satiety. However, if you don't get enough sleep, it can interfere with the balance of these hormones, increasing your levels of ghrelin and your susceptibility to cravings.

It also doesn't help that sleep lowers your energy levels which means that your body is going to be desperate for alternative sources of fuel. Carb-heavy foods and sugar can, at least briefly, increase your energy levels but they also cause a drastic 'crash' which again, results in even more cravings thus causing a vicious cycle to emerge.



So how can you get by when you just can't get a full night of sleep?

Focus on a high-protein breakfast instead of a “pick-me-up.”

Try a plant-based protein smoothie or eggs with veggies instead of grabbing a bagel or a doughnut. Plan ahead the night before if you know you might need a few extra winks in the morning.

Keep a steady flow of protein throughout the day.

Are you falling asleep on your desk in the afternoon? Make sure your lunch and snacks contain a balance of healthy carbohydrates (like starchy veggies and fruit) and protein or healthy fats (like lean meat, nuts, and seeds). Protein helps to stabilize your blood sugar and minimize cravings for unhealthy foods.

Don't let it persist.

If there are a few days when you just can't get a good night's sleep, be sure it doesn't go on too long. Make the time to cut off work at least an hour before bedtime and save the late nights for the weekend when you know you can catch up.

Your body runs off what you feed it. The best way to get the most energy from your food is to make sure you're giving yourself the best food possible.

Besides what you eat, when you eat can also impact your energy.

Did you ever notice how you feel sluggish after a big lunch or dinner? That's because your body is using its energy to digest that big meal instead of powering the rest of your body.

The easiest way to avoid the post-meal coma is to eat several smaller-portioned meals throughout the day.

This will keep your body fuelled regularly and may even help you lose weight.

Exercise...

You've probably heard that exercise can help reduce your appetite and cravings.

And for most people it can! But if you exercise intensely or frequently (and especially both!) it can actually cause cravings in some people.

This amount of exercise is usually reserved for athletes, but it can also apply to someone who works out vigorously most days of the week. People who regularly work out intensely have higher metabolisms than those who do more moderate workouts or don't work out at all.

For example, Men who do a vigorous 45- minute workout, can boosted their metabolism by up to 37% for the rest of the day compared with those who don't exercise. That being said, everyone responds a little differently.

If you're not sure whether or not this applies to you, watch your appetite on days you work out.

You might notice that certain kinds of exercise, or if you do resistance training workouts, working certain body groups, like your legs! Make you hungrier than others workouts or none training days.



Stress

Stress doesn't just put you in an overwhelmed mood – it affects your hormones in a way that appears to be linked with cravings, especially for sweet foods!

About one-quarter of adults rate their level of stress as 8 or higher on a 10-point scale, according to the American Psychological Association. Studies show that when women in particular are under stress, they eat more calories AND have more cravings than women who don't feel stressed.

To add insult to injury, stress causes your body to release excess cortisol, which can lead to weight gain, especially in the belly region!

- *When you get a sudden jolt of stress, at first it might cut your appetite as your body goes through its fight-or flight response.*
- *But if the stress continues, your body releases cortisol, which boosts your appetite!*
- *People who are stressed seemed to be drawn to certain types of food those high in calories, fat, sugar, or all three!*

This could be because those foods actually soothe some of your body's stress responses (including emotions).

Not only that, but when you're stressed you probably don't sleep very well, so tack on the cravings-boosting sleep deprivation hormonal responses, as well!



Stress eating is a common practice during life's more intense moments. And it's not just stress—anxiety, depression and even feelings of sheer bliss can give us a hankering for certain foods. In a time of life that feels more uncertain than ever, enjoying our favourite comfort foods is a simple way to ease some of the stress and burden associated with this global pandemic. But why do those cravings come in the first place?

How Are Our Cravings and Emotions Related?

Food is emotional. Having an emotional connection with it is simply part of having a healthy relationship with food. It's a symbol of history, culture and family—not just a source of fuel. Food is not all about the fibre or minerals a food may bring. It's also about taste and the happiness it brings.

Why Do We Crave Carbs in Times of Stress?

Reacting to stress by wanting to comfort yourself is a natural reaction, and food can certainly be a comfort. Our brains and bodies are wired to go into “save mode” if there is any type of scarcity—either from dieting or actual scarcity of food. This increases our appetite and cravings because our body wants to store up calories when we feel stress.

We can specifically crave carbs during times of stress because carbohydrates increase production of serotonin, our body's “feel-good” chemical. Carb-rich foods (especially those with added sugars, like ice cream and cupcakes) increase our blood sugar to provide a burst of energy, which our bodies might need after long, stressful days or sleepless nights. Most of us could benefit from more energy and serotonin right now, so our bodies are likely trying to help us out by making us hungry for these types of foods.

Having an abundance of food—and not just food deemed “clean” or “healthy” actually makes it lose its powerful grip on us and lets your brain relax a bit. You might be gobbling up Oreos by the sleeve right now, but that could be because they are usually deemed “off-limits” or “bad” in your household and you don't know when you're ever going to eat them again.

If you're craving chips, your body wants the chips. Carrots are likely not going to satisfy. Eventually that chip craving is going to come back and you'll go crazy after trying to satisfy it.”

Hydration...

It's hard to overstate how important drinking enough water is to maintaining your weight and to maintaining your health. The human body is made of at least fifty percent water, and basically every bodily function requires it; sweating, crying, spitting, using the bathroom—even just breathing!

If you're thirsty, that's the most obvious sign you're dehydrated, meaning your body doesn't have enough fluid to function properly. Being dehydrated doesn't just mean your body is losing water — it also means you're losing electrolytes, such as salt and potassium.

Since you lose water doing all of these things, you need to drink quite a lot of it to stay up-to-date with your body's requirements.

The National Academies of Sciences, Engineering, and Medicine recommends that men consume about 3.7 litres of fluid per day and women consume about 2.7 litres.

That measurement includes fluid intake from food and non-water beverages; even dehydrating beverages like coffee will contain some water.

For reference, one litre amounts to about 33 ounces, so women should be aiming to drink a little more than five 500ml water bottles per day and men should be aiming to drink slightly more than seven.

The commonly cited “eight glasses of water” figure is slightly less reliable since a “glass” isn't a standardized measurement, but it's also probably a decent rule of thumb.



Additionally, there are plenty of circumstances under which you'd need to drink more water than usual, such as if you are pregnant or breastfeeding, if you're spending a lot of time outside in a hot climate, if you've been taking diuretics, or if you've been doing a lot of exercise.

Since dehydration can lower your levels of serotonin, it can also lower your mood. Lack of adequate water intake can also cause dry mouth, which could eventually lead to bad breath as a lack of saliva leads to a build-up of bacteria.

Drinking enough water is one of the easiest ways to keep cravings in check. Doing so also cuts down on your desire for other, less-healthy beverages.

Downing a cold glass of water is one of the first things you should do when a sugar craving strikes.

I often hear my clients state that they have a mid afternoon crash (fatigue) and sugar cravings.

Sugar Cravings May Be A Sign Of Dehydration

It is that simple; drink more water infused with citrus or fruit to absorb the minerals that your body craves. This simple trick will bring the body back to balance naturally.



How To Beat Those Cravings....

Food cravings are the dieter's worst enemy.

These are intense or uncontrollable desires for specific foods, stronger than normal hunger. The types of foods that people crave are highly variable, but these are often processed junk foods that are high in sugar. Cravings are one of the biggest reasons why people have problems losing weight and keeping it off.

7 Top takeaways on how to beat cravings

1. Drink Water

Thirst is often confused with hunger or food cravings. If you feel a sudden urge for a specific food, try drinking a large glass of water and wait a few minutes. You may find that the craving fades away, because your body was actually just thirsty. Furthermore, drinking plenty of water may have many health benefits.

2. Eat More Protein

Eating more protein may help to reduce your appetite and keep you from overeating.

It also reduces cravings, and helps you feel full and satisfied for longer.

3. Distance Yourself From the Craving

When you feel a craving, try to distance yourself from it.

For example, you can take a brisk walk or a chewing some gum to shift your mind onto something else. A change in thought and environment may help stop the craving.



4. Plan Your Meals

If possible, try to plan your meals for the day or upcoming week. By already knowing what you're going to eat, you eliminate the factor of spontaneity and uncertainty. If you don't have to think about what to eat at the following meal, you will be less tempted and less likely to experience cravings.

5. Avoid Getting Extremely Hungry.

Hunger and a lack of key nutrients can both cause certain cravings. Therefore, it's important to eat proper meals at mealtimes. This way, your body gets the nutrients it needs and you won't get extremely hungry right after eating. If you find yourself in need of a snack between meals, make sure it's something healthy. Reach for whole foods, such as fruits, nuts, vegetables or seeds.

To avoid getting extremely hungry, it may be a good idea to eat regularly and have healthy snacks close at hand. By being prepared, and avoiding long periods of hunger, you may be able to prevent the craving from showing up at all.

Supermarkets are probably the worst places to be when you are hungry or have cravings. First, they give you easy access to pretty much any food you could think of. Second, supermarkets usually place the unhealthiest foods at eye level.

6. Fight Stress

Stress may induce food cravings and influence eating behaviours, especially for women. Women under stress have been shown to eat significantly more calories and experience more cravings than non-stressed women.

Furthermore, stress raises your blood levels of cortisol, a hormone that can make you gain weight, especially in the belly area.

7. Get Enough Sleep

Your appetite is largely affected by hormones that fluctuate throughout the day. Sleep deprivation disrupts the fluctuations, and may lead to poor appetite regulation and strong cravings.





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